

Message Text

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70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 CIAE-00 INR-07

NSAE-00 RSC-01 /031 W

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FM AMEMBASSY BRUSSELS

TO USIA WASHDC

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AMEMBASSY THE HAGUE

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AMCONSUL ANTWERP

UNCLAS BRUSSELS 9527

USIAC

FOR: IWE

E.O. 11652: N/A

SUBJECT: PROGRAM HIGHLIGHT: COMMERCIAL PROMOTION ACTIVITY

REF: COUNTRY COMMERCIAL PROGRAM: CAMPAIGN NO. 1

1. SEVEN U.S. FIRMS COLLABORATED WITH ECON/ COMMERCIAL SECTION AND USIS TO PRESENT EDUCATIONAL PRODUCTS DISPLAY AND SEMINAR AT AMERICAN LIBRARY LAST NIGHT FOR 100 REPRESENTATIVES OF GOVERNMENT MINISTRIES, BUSINESS, SCHOOLS AND MEDIA.

2. SEMINAR, ATTENDED BY AMBASSADOR, FEATURED ILLUSTRATED DISCUSSIONS BY THREE LEADING EXPERTS IN PROGRAMMED LEARNING FIELD: DR. RALPH GRUBB, IF IBM; DR. R.L. MCCREARY, VICE PRESIDENT, HOFFMAN ELECTRONICS; AND PROFESSOR ANDRE JONES OF LOUVAIN UNIVERSITY, FOLLOWED BY QUESTIONS FROM THE AUDIENCE AND A RECEPTION FUNDED BY SPONSORING FIRMS: GENERAL TIMES SHARE, HOWLETT-PACKARD, HOFFMAN ELECTRONICS, IBM, KODAK, SUCCESS MASTERS ASSOCIATES AND 3 M CORP. PRODUCT DISPLAY, INCLUDING WORKING COMPUTERS, WILL REMAIN IN LIBRARY THROUGH DECEMBER 5.

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3. CONSENSUS OF AUDIENCE AND SPONSORS WAS THAT DISCUSSION AND
DISPLAY AN EXCELLENT INITIAL EFFORT IN GROWING FIELD OF
COMPUTERIZED LEARNING PROGRAMS -- A CONCEPT THAT IS JUST
BEGINNING TO GAIN ATTENTION IN EUROPE, USEFUL BOTH TO COMPANIES,
WHO WANT TO TELL WHAT IS AVAILABLE, AND TO AUDIENCE MEMBERS WHO
WERE INTERESTED IN LEARNING MORE ABOUT PROGRAMMED LEARNING
DEVELOPMENTS.
BARDOS

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Disposition Action: n/a
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Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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